

## WHAT IS CLAIMED IS:

1. A viewing device, having a housing (2; 26) which has a front wall (3; 3'; 21; 29) with at least one viewing opening (8; 8'; 23; 28) for an object on view (10; 16; 24) that can be disposed or displayed inside the housing (2; 26) on the inner face (9; 9'; 34; 51) of the back wall (4; 4'; 22; 32, 33), characterized in that the front wall (3; 3'; 21; 29) of the housing (2; 26) has an outer face (100) that is curved toward the observer (7).

2. The viewing device as defined by claim 1, characterized in that the back wall (4; 4'; 22; 32, 33) of the housing (2; 26) has an inner face (9; 9'; 34; 51) that is curved away from the observer (7).

3. The viewing device as defined by claim 2, characterized in that the curvatures of the inner face (9; 9'; 34; 51) of the back wall (4; 4'; 22; 32, 33) and the curvature of the outer face (100) of the front wall (3; 3'; 21; 29) extend between the two side edges of the corresponding faces, or between the lower and upper edges of those faces.

4. The viewing device as defined by claim 2, characterized in that the curvatures of the inner face of the back wall and the curvature of the outer face of the front wall have a hemispherical course.

5. The viewing device as defined by one of claims 2 through 4, characterized in that the back wall (4; 22; 32, 33) has a curvature corresponding to its inner face (9; 34),

and the front wall (3; 21; 29) has a curvature corresponding to its outer face (100).

6. The viewing device as defined by claim 5, characterized in that the back wall (4; 32, 33) and the front wall (3; 29) of the housing (2; 26) are embodied in curved form in such a way that they touch one another directly along their side edges (5, 6; 30', 31).

7. The viewing device as defined by one of claims 1 through 6, characterized in that the object on view (10; 16; 24) can be illuminated by means of at least one light source (13) that can be located inside the housing (2; 26).

8. The viewing device as defined by claim 7, characterized in that the light source (13) is located below the viewing opening (8; 23; 28).

9. The viewing device as defined by claim 7 or 8, characterized in that the light source (13) is an electrical light source that can be secured to the back wall (4; 22; 32, 33) of the housing (2; 26).

10. The viewing device as defined by claim 9, characterized in that the electrical light sources (13) are LED elements.

11. The viewing device as defined by one of claims 1 through 10, characterized in that the inner faces of the back wall (4; 22; 32, 33) and/or front wall (3; 21; 29), surrounding the light source (13) and/or diametrically opposite the light source (13) are embodied as reflective surfaces.

12. The viewing device as defined by one of claims 1 through 11, characterized in that the objects on view (10) can be secured to the inner face (9) of the back wall (4) of the respective housing (2) in such a way that their side edges (11) are located outside the field of view (12) of an observer (7) looking straight through the viewing opening (8).

13. The viewing device as defined by claim one of claims 1 through 12, characterized in that objects on view (10; 16; 24) can be located on the inner face (9; 34; 51) of the back wall (4; 22; 32, 33) of the respective housing (2; 26) in such a way that they do not touch one another, in at least a portion of the inner face (9; 34; 51).

14. The viewing device as defined by claim one of claims 1 through 13, characterized in that the inner face (9; 34; 51) of the back wall (4; 22; 32, 33) has at least one securing element for releasably securing changing motifs.

15. The viewing device as defined by one of claims 2 through 14, characterized in that on the back wall (4) of the housing, a winding device including two coils (14, 15) and a transparent guide plate (17), located in the field of view of the observer (7) and following the curvature of the inner face (9) of the back wall (4) but spaced apart from it, are located in such a way that a striplike object on view (16) located on the winding device can be moved between the guide plate (17) and the inner face (9).

16. The viewing device as defined by one of claims 1 through 15, characterized in that the housing (2; 26) comprises a cardboard material, plastic, or sheet metal.

17. The viewing device as defined by claim 16, characterized in that the housing (2; 26) comprises a corrugated cardboard material.

18. The viewing device as defined by one of claims 1 through 17, characterized in that the viewing device (1; 20; 27), for the sake of its intended use is designed movably, in particular displaceably, rotatably, and/or drivably.

19. The viewing device as defined by one of claims 1 through 18, characterized in that the viewing opening (8; 23; 28) of the front wall (3; 21; 29) is protected by a transparent covering.

20. The viewing device as defined by one of claims 1 through 19, characterized in that the front wall (21) of the housing is embodied cylindrically and has a plurality of viewing openings (23) distributed over the circumference.

21. The viewing device as defined by claim 20, characterized in that the viewing openings (23) are located on a circumferential line that runs around at the same height, or rises or falls.

22. The viewing device as defined by claim 20 or 21, characterized in that the back wall (22) is likewise embodied cylindrically.

23. The viewing device as defined by claim 21, characterized in that the back wall (22) is supported rotatably about its central longitudinal axis.

24. The viewing device as defined by claim 2, characterized in that at least a portion of the inner face

(9') of the back wall (4') is embodied as an LCD screen (101), on which corresponding objects on view can be displayed.

25. The viewing device as defined by claim 24, characterized in that the electronic unit (102) required for triggering the LCD screen (101) is located inside a back wall (4), embodied as housing-shaped, of the viewing device (1').

26. The viewing device as defined by claim 1 or 2, characterized in that at least a portion of the inner face of the back wall is formed by a screen, onto which objects on view can be projected from the rear.

27. The viewing device as defined by one of claims 1 through 19, characterized in that the back wall (4), on which an object on view (10) is or can be located, is originally flat, as is the front wall (3), located in front of it, with the viewing opening (8) for the object on view (10), and the front and back walls (3, 4) comprise flexible material (paper, cardboard, plastic film or metal foil) and are joined together along two diametrically opposed sides in such a way that they cause one another to bulge out and form a housing (2) as soon as they are pressed together at their connecting lines.

28. The viewing device as defined by claim 27, characterized in that the object on view (10) can be illuminated by a light source (13) located inside the housing (2), and the light source has a switch which is located in the region of the pressed-together sides and is actuatable by the pressing together.

29. A cardboard blank for producing a viewing device as

defined by claim 6, characterized in that the blank (25) has a first portion (29), provided with a viewing opening (28) and forming the front wall, and two second and third portions (32, 33), adjoining the transverse sides (30, 31) of the first portion (29), and the connecting edges (30', 31') of the portions form the folding lines for folding the cardboard blank; and that the second and third portions (32, 33) form the back wall of the housing, the second portion (32) including the inner face (34) that carries the object on view, and the third portion being connectable to the second portion (32) by nonpositive engagement for the sake of fixation and reinforcement of the second portion (32).

30. The cardboard blank as defined by claim 29, characterized in that the underside (37) of the first portion (29) is connected via a folding line (38) to a fourth portion (39), which includes an oval region (43) entirely defined by a folding line (42), such that the oval region (43), in the folded state, forms the bottom region of the housing (26), which is recessed somewhat compared to the lower edges of the front and back sides of the housing (26).

31. The cardboard blank as defined by claim 29 or 30, characterized in that the second portion (32) is closed off at the top with an oval region (45) defined by a folding line (44), which region, in the folded state of the blank (25), forms the top region of the housing (26), in such a way that the top region (45) rises slightly obliquely from the back wall (32, 33) to the front wall (29).

32. The cardboard blank as defined by one of claims 30 or 31, characterized in that in the second, third and fourth portions (32, 33, 39), openings (46) for a lamp socket are provided, which are located such that in the folded state of

the blank (25), the lamp socket can be passed at least partway through all three openings (46) and screwed together toward the lamp with a nut part, so that the three portions (32, 33, 39) are held together by the lamp socket.

33. The cardboard blank as defined by one of claims 29 through 32, characterized in that a second blank (50) is provided, which can be located as an insertion part on the inside in front of the back wall (32, 33) of the housing (26), as a carrier for the particular object on view.